

REQUEST FOR PROPOSAL

Addendum # 2



Department Of Executive Services
Finance and Business Operations Division
Procurement and Contract Services Section
206-684-1681 TTY RELAY: 711

DATE ISSUED: September 17, 2004

RFP Title: **Seasonal Campaign – Northwest Natural Yard Days Marketing**

Requesting Dept./ Div.: **Dept. of Natural Resources & Parks – Solid Waste Division**

RFP Number: **149-04CMB**

Due Date: **September 21, 2004 - 2:00 P.M.**

Buyer: Cathy M. Betts, cathy.betts@metrokc.gov (206) 263-4267

This addendum is issued to revised the original Request for Proposal, dated August 26, 3004 as follows:

1. The proposal opening date remains the same: Tuesday, September 21, 2004 no later than 2:00 p.m. exactly.

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TO BE ELIGIBLE FOR AWARD OF A CONTRACT, THIS ADDEMDUM MUST BE SIGNED AND SUBMITTED TO KING COUNTY

Sealed proposals will only be received by:

King County Procurement Services Section, Exchange Building, 8th floor, 821 Second Avenue, Seattle, WA 98104-1598. Office hours: 8:00 a.m. - 5:00 p.m., Monday – Friday

Company Name

Address		City / State / Postal Code
Signature	Authorized Representative/Title	
Email	Phone	Fax

This Request for Proposal – Addendum will be provided in alternative formats such as Braille, large print, audiocassette or computer disk for individuals with disabilities upon request.

The following information is provided in response to questions received:

Q1: In preparing our response to RFP 149-04CMB (Seasonal Campaign - Northwest Natural Yard Days Marketing) I believe we have come across an error in the RFP document. In Section II, Part 7, Item E, following the items listed 1-4 there is a paragraph and subsequent itemized listed 1-3 that starts "Describe how you will manage...". This language does not seem intended/appropriate for this RFP. There is already a section addressing "Describe how you will manage..." in Item D (Description of Project Team and Management Approach). Additionally, the item in question appears verbatim in the Education RFP (148-04CMB) under the Project Management section (items are listed a-c instead of 1-3). Please let us know at your earliest convenience how we should proceed in regard to this.

Additionally, Addendum 1 adds a couple of words to this section, but it still seems that it is intended for the Education RFP.

King County Response:

E. Description of Related Experience.

Describe projects that your consultant group has undertaken to provide incentives to consumers to purchase and use an environmentally preferable product. How were results measured? Use projects that pertain to environmental issues, if possible. For each project include the following:

1. Name of client, name of project manager, phone number, start date and completion date and project budget. List the personnel in your company that were included on the team, their title and description of the work they did, and whether they were prime consultants or subcontractors,
2. A brief description of the project, its objectives, and a description of the incentive strategy.
3. Include a sample of past materials developed by personnel proposed to work on *this* contract. Label these materials with project title, client name, and team member who did the work.
4. Describe how the results were evaluated to determine its effectiveness in meeting the project objectives. List goals achieved and lessons learned.

Delete the following:

~~Describe how you will manage the contract to ensure that the work is performed effectively, on time, and within budget. Include the methods you plan to use to ensure:~~

- ~~1. Countywide outreach.~~
- ~~2. Effective and appropriate educational support materials.~~
- ~~3. Coordination of the various messages (RES, water quality, habitat, resource conservation) promoted by the King County Department of Natural Resources and Parks.~~

King County Response:

F. Approach to the Scope of Work.

Provide your vision for an effective incentive program to further the goals of natural yard care in King County. Address the following:

1. Describe your vision of the 2005 program and your approach for each of the tasks (retail promotion and compost bin promotion and coordination with education consultants).

2. Discuss the methods you would use to obtain support from other agencies and non-profit or volunteer programs to achieve an effective program with limited funds.
3. Describe how the 2005 program might continue each year, building on the success and track record of past programs and the 2005 program.
4. Include a timeline for each task, taking into consideration that some tasks must coordinate with other county programs, and that volunteer and agency support staff may be needed. Include recommendations beyond 2005.
5. Provide a detailed cost estimate showing the number of hours and hourly rates for each task and each team member per task, and costs for materials and other support collateral.

Add the following:

6. Describe how you will ensure:
 - Countywide outreach.
 - Effective and appropriate educational support materials,
 - Coordination of the various messages (RES, water quality, habitat, resource conservation) promoted by the King County Department of Natural Resources and Parks.